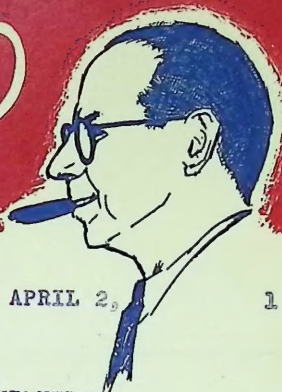


# Ballyhoo



VOLUME 3

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1954

## HERE THEY ARE OUR MARCH "BONANZA" WINNERS

The lists are closed ... our staff of experts has turned in its findings ... and here are the results of the March portion of our BALLYHOO BONANZA for all to see ... some to rejoice ... others to weep. Where do you fit in?

### THE WINNERS

#### GROUP "A"

<u>1st Prize</u>	-	Art Cauley
<u>2nd Prize</u>	-	Bob Harvey

#### GROUP "B"

<u>1st Prize</u>	-	Jack Bridges
<u>2nd Prize</u>	-	Ed Landsborough

My very sincere congratulations to all the winners ... particularly our first-timer Eddie Landsborough who finally made the honored winners' circle by dint of much slugging and that brand of persistence which sooner or later MUST pay off ... It's good to see you with us, Ed.

And how about Art Cauley? ... After coming close, and being barely nipped out a dozen times in the past year and a half, Art finally knocked off two firsts out of three tries, in the first three months of our current contest. I'd say he's doing pretty good.

Jack Bridges came through in the final week of the month with nearly enough points to win two firsts ... Wait till you read how he introduced CinemaScope to his local citizenry ... as fine a campaign as I've ever seen.

As for Robert "Q" Harvey ... well, he made it, but I expect a lot more from that lad than he's been delivering to date ... Get in there Bob, and start pitchin'.

Congratulations Art, Bob, Jack and Eddie ... Your prizes are on their way to you ... and you richly deserve them. Keep up the good work, and KEEP BALLYHOOIN'.

D.E.K.

## SAFETY HINTS AND RULES

During the past several weeks I have reprinted in these pages theatre safety instructions culled from the pages of a booklet printed by the National Conservation Bureau of New York ... Reading them is only half your job ... Passing them on to your employees is the other, and more important half ... After that, it is up to you to see that they are observed.

All the instructions to date have been on a local level, pinpointing the various portions of your theatre. Today I shall summarize everything I have written. Please make copies of it and post where they will do the most good.

## GENERAL INSTRUCTIONS

1. Be sure you understand the safe way to perform any task assigned to you ... If in doubt ... ASK.
2. Immediately report all unsafe conditions, including broken or defective equipment.
3. When moving heavy objects, ask someone to help you. When lifting, keep back straight, bend knees and make use of leg muscles.
4. (a) Use a ladder when it is necessary to climb. Don't use chairs, boxes or other makeshifts. Be sure ladders are in good condition, equipped with proper safety shoes if necessary, and set at a safe angle on a solid foundation.  
(b) Face the ladder when ascending or descending. Do not attempt to climb a ladder with an object in either hand - use a hand line.  
(c) Never place a ladder in front of a door opening toward the ladder unless the door is locked or otherwise blocked or guarded.  
(d) When necessary to place ladder in a street, particular attention should be given to danger from passing vehicles.
5. All loose materials, such as sweepings, vacuum cleaner dust, etc. should be wrapped in paper before being deposited in open fire.
6. Wear safe clothing. Many injuries result because of broken or thin soles, loose shoe laces, ragged sleeves or oversize work pants. Wear gloves when doing rough work or handling sharp objects.
7. See that the area in which you are working is adequately lighted, and be on the alert for sharp objects such as protruding nails, sharp metal edges, splinters etc.
8. Always use a flashlight when in dark areas.
9. Disconnect all electrical appliances, floor lamps etc. before attempting to clean them or make repairs.
10. Do not try to force open windows that have become stuck ... Call the maintenance man.
11. Report promptly all broken windows, sign cases etc.
12. Turn in all waste paper baskets or other refuse containers that have sharp edges, loose wires or other defects.



## GENERAL SAFETY INSTRUCTIONS (cont'd.)

13. Help new employees whenever possible, to avoid hazardous situations.
14. Do not indulge in horseplay or practical jokes.
15. Do not permit yourself to become run down physically. See your doctor regularly.
16. Report all injuries promptly for first aid treatment, no matter how minor they may appear.
17. When transporting film, cards, advertising etc. obey all traffic regulations.

### FLOORS

18. Do not use excessive wax, or polish floors to a slippery surface.
19. When washing floors, wear shoes with non-slip soles. Wear protective knee pads. When using strong solution, use hand mop and rubber gloves.
20. Clean floors when theatre is clear of public. Wet down small area at a time, and rope off the area being cleaned.
21. When necessary to move objects, place them where they will not cause anyone to fall. Be sure to return them to their proper places.
22. When special cleaning solvents are used, be sure they are dissolved completely. Rinse all soap film from floor with clean water. This is most important on stairs or ramps, and on steel, tile terrazo, marble and other hard surfaces. Special powder cleansers should be used instead of soap or soap powders on tile or terrazo. Best results are obtained by using hot rinse water and going over floor with a dry mop. Do not use flammable liquids.
23. When using brooms, mops and other long-handled tools, keep one hand on end of handle to prevent injury to others.
24. Hands should be washed thoroughly with soap after using cleaning solvents.
25. Report promptly all slippery or defective floor or stair conditions that you cannot correct yourself.

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That completes our lesson for today ... but school's not quite out yet ... Next week we shall discuss Accidents to the Public, Fire Hazards and Fire Drills. In the meantime, check yourself as to how many of the safety hints published to date you are conversant with ... Check your assistant too ... and your staff. I'd hate to think that I'm doing all this writing just for my own amusement ...

.X.X.X.X.X.

### A TOUCH OF CONSCIENCE

I guess humans are basically honest creatures ... One of our managers in Fort William received the following letter ... "Dear sir: During the spring of 1946 I made use of a Famous Players employee pass to which I was not entitled ... Enclosed is my cheque for \$5.00, which I believe will cover the price of the movies I saw at that time." The letter is signed.

.X.X.X.X.X.

### THANKS ED ZORN

Eddie Zorn, boss man of the Winnipeg district, has sent me copy of a letter he wrote to all his managers, attached to which is a reprint of my lead article in the March 26th BALLYHOO - "New Horizons".

I am flattered that Ed thought enough of the article to pass it on to his boys. Hope my own gang is just as interested.

Thanks Ed.

oXoXoXoXo

### A NOTE FROM "CHET"

I have a memo from Chet Friedman, enclosing a letter he has written to all theatres scheduled to play M.G.M.'s THE GREAT DIAMOND ROBBERY.

Chet has effected a tie-up with All Canada Radio Facilities Ltd., and all radio stations carrying the Red Skelton show have been urged to co-operate with our managers.

When you get your date on this picture, go after your radio people ... don't sit back and wait for them to come to you. Here's a custom tailored promotion deal being dropped right in your lap. YOU take it from there.

oXoXoXoXo

### McDONOUGH NOW "HAMISH"

That's what I get for referring to our James as "Hamish" ... Two stories have appeared in the trade press in the past couple of weeks referring to the manager of the Tivoli in Hamilton as Jim Hamish ... Believe me fellows, Jimmy is not trying to duck any creditors ... and he's not changing his legal monicker ... Hamish is Gaellic for James ... That's all. Simple, ain't it?

That's almost as bad as Robert "Q" Harvey ... and don't think the guy doesn't get mail addressed that way ... has quite a time trying to explain to the frau that the "Q" is just a figment of my inventive imagination, and is not at all the ghost of some long forgotten family skeleton rattling his bones in the traditional cupbeard ...

Oh well ... it's all in fun.

oXoXoXoXo

### CINEMASCOPE LEADERS

We have had numerous enquiries regarding subject leaders for use with Cinemascope ... To date no such leaders are available, but I note that Associated Screen News are planning to produce their regular stock trailers for wide screen use ... You will be advised when these are available.

oXoXoXoXo



WHAT'RE YOU DOING ABOUT YOUR ... YES, YOUR

Ballyhoo

# BONANZA

Well ... the March portion of our contest is over, finis ... and the results are mighty interesting. The mighty are fallen, and some bright, fresh newcomers have been added to our ever-changing list of monthly winners ... and it's no accident.

In the case of Eddie Landsborough, as I had mentioned previously, in face of pretty tough odds, the gentleman in question kept slugging away, and by taking advantage of the odd favourable situation and a lot of persistence, he literally smashed his way into the coveted winners' circle.

Jack Bridges came through in the clinches, and wound up with more points in the final week than most of our contestants have been piling up in a month. Art Cauley has registered his second consecutive win, no mean feat ... and Robert Harvey, after the little chat I had with him the last time I was up in the Banana Belt, pulled himself up by his boot-straps to cop second prize in his group.

Where oh where are Jimmy McDonough, Paul Turnbull and Len Gouin? ... Hope they're not just satisfied to rest on the laurels they accumulated in the early stages of this contest ... This is supposed to be a sustained drive ... that's why I award points for consistency ... Come on fellows, pull up your britches and GET IN THERE!

Only two of our lads missed out on their monthly bonus ... Jack Ward and Jeff Jeffrey ... and that, in my book, ain't good. How come fellows? And please don't tell me that it's that tough in your particular situation to get one stunt rolling every week ... I've been around, and I know better.

Let's make April a 100% month ... with EVERY SINGLE ONE of you in there EVERY WEEK. Try it ... you're liable to get to like it ... and it may become a habit ... a GOOD one. There's nothing I'd like better than to see every one of you at our winners' banquet three or four months hence ...

# BALLYHOO BONANZA

## SCORE-BOARD MARCH 1954

GROUP "A"	MAR 6	MAR 13	MAR 20	MAR 27	BONUS	MCH. TOTAL	GRAND TOTAL
Art Gauley	3600	1900	4200	4200	1000	14,900	43,300
Bob Harvey	1200	1500	4000	4400	1500	12,900	31,500
Herb Chappel	4300	900	1800	2100	1000	10,100	16,900
Ted Doney	1600	1900	2600	1700	1000	8,800	23,800
Vern Hudson	1600	1900	1000	1600	1000	7,100	15,800
Jim McDonough	1400	800	2100	1100	1000	6,400	31,500
Mel Jolley	1300	1500	800	500	1000	5,100	21,100
Jeff Jeffrey	-----	600	300	4100	----	5,000	11,600
GROUP "B"							
Jack Bridges	1900	300	300	11900	1500	15,900	31,800
Ed Landsborough	4200	1300	800	3600	1000	10,900	18,000
Bob Nelson	1400	800	1100	6200	1000	10,500	24,400
Al Hartshorn	800	2100	2800	1800	1000	8,500	24,200
Olga Sharabura	4700	300	1000	500	1000	7,500	19,200
Len Gouin	1400	2000	1700	1300	1000	7,400	26,900
Norm Gray	1100	2200	1200	1400	1000	6,900	16,900
Jack Knight	900	600	1500	500	1000	4,500	12,600
Paul Turnbull	1200	300	1000	300	1000	3,800	18,300
Jack Ward	-----	800	-----	600	----	1,400	10,200

That looks like it fellows ... for March anyway. If you're not right up there with the winners don't blame me ... I'm just an innocent bystander ... all I can do is score your entries ... can't send them in for you ... or do the spade work. That's YOUR job.

And brother ... if ever you wanted proof that persistence pays off, just look at what Eddie Landsborough was able to accomplish ... Eddie is a plugger ... tough newspaper ... not much co-operation from the sources that mean points ... but Ed kept slugging it out ... week after week ... and then WHAM ... came the pay-off, and a place of honour in the winners' circle.

Congratulations winners ... and you others who came close but didn't quite make it ... Better luck next month.



## BALLYHOO BONANZA DRUM-BEATS

You've read the score-board ... You now know who the March winners are ... Now let's see what YOU did to try and get in there ... or at least give the winners a run for their money.

We didn't do so good in the trade paper department this week ... Two short breaks ... both in Boxoffice, about Len Gouin and Jack Knight. I'll repeat fellows ... I'm not going to try and shove you in there ... That's strictly YOUR department ... If you don't care enough to take a couple of minutes off to send the better samples of your stuff to our New York friends ... believe me, I don't ... But don't say I didn't remind you often enough, when the citations and other honours are handed out at the conclusion of this drive ...

We're going into our fourth month ... I don't know who the winners will be ... but, based on past experience, I have a pretty good idea as to who'll be in there trying ... Come on gang ... fool me ... Let's make it a neck and neck photo-finish right down the line, with everybody bunched at the finish line ... You can do it, IF you TRY!

Guess I'd better get down to the business of reporting your activities during the fourth week in March ... the crucial one for a couple of you winners ...

And, before you start hollering ... three entries arrived too late for inclusion in last week's BALLYHOO ... so will be reported in this issue. Points have been assigned.

X.X.X.X.X

## PALACE - GUELPH

For MILLIONAIRE, Herb had four mounted displays on four good corners in down town Guelph ... A good scene mat on an off-theatre page.

What I liked was the 550 line co-esp with Carlo's T.V. store ... The five column ad featured a 14 inch ... that's right ... I said 14 inch, cut of La Monroe right down one side of the ad, with another cut of Marilyn, peering out from behind a T.V. screen. Large heading tied in with the MILLIONAIRE theme, with lots of theatre credits.

Herb's one of the guys who's too busy to send me his material on time ... However, when it did come in I was pleased to see a three column picture of his projectionists converting the booth for CinemaScope in the local Mercury.

For TWELVE MILE REEF, two column scene on an off-theatre page ... Mounted three-sheet on the "No Parking" sign in front of the theatre ... Four good display locations around the down town area.

Herb's still just simmering a little ... One of these days he may start cooking ... then we may really see somethin'.



### CAPITOL - GALT

MILLIONAIRE was Eddie's feature, and from where I sit, our boy did some ver-r-r-y nice Ballyin', both on the picture, and in the way of some good P.R.

Galt T.V. finally came through, after a lot of hard missionary work, and blossomed forth with an 1100 line ad in the Reporter, featuring a fourteen inch art, and I do mean art ... of Miss Monroe displaying her talents. Heading was, naturally, "You don't have to MARRY A MILLIONAIRE to own one of our T.V. sets" etc. Lots of good theatre copy.

Ridsdale's Electric put in an excellent window display loaded with MILLIONAIRE art and good selling copy.

The Reporter promoted a Progress Edition, showing the growth of the city over the past quarter century, and sure nuff, Ed fast-talked the editor into running a three column pic of the Capitol on their "Old and New" page ... plus a very good story, with three column head, on CinemaScope, based on a personal interview with the sound engineer during the installation.

In addition, one of the better known local columnists who writes an "Around the Town" column gave CinemaScope a good break in his column a couple of days before the new system was presented to the public. Good, stuff, Ed. Keep plugging.

### CAPITOL - PETERBORO

For YELLOW BALLOON what more natural than to blow up several dozen yellow balloons to hang around the marquee? ... which is exactly what Len did. Caused a little commotion around the b.o. he sez.

Eaton's fence which runs along the main drag sported a three by seventeen foot banner which hollered at the passers by, I'LL SEE YOU IN MY DREAMS ... naturally with good theatre copy. C H E X came through with lots of good recordings from the pic, FRE<sup>5</sup> ... plus theatre credits. A good two column scene on off-theatre pages in the Review and Lakefield News.

C H E X again came through with lots of good, and gratis publicity on Len's Pot O' Gold - Foto Nite deal ... at peak listening hours. If you don't know what this deal is ... check back on earlier issues of BALLYHOO.

### CAPITOL - SUDBURY

KISS ME KATE got Jeff a window display in the Melody Music Store ... and I mean WINDOW DISPLAY, but good ... not a couple of 11 x 14"s.

Both of Sudbury's radio stations came through with many free recordings from the picture, with good theatre plugs on all their major deeJay programs.

### CAPITOL - WELLAND

Jack's entry this week takes the form of some good free radio publicity on both LILI and MILLIONAIRE ... How about changing the record, Jack?



### BROADWAY - TIMMINS

Bob's stuff, as usual, came in at the last minute ... it took me half an hour to unscramble it ... but I must admit it's good ... I see, and like, a full page co-op, which Bob had to get out and sell himself, featuring a colouring contest on KISS ME KATE ... Three scene mats on off-theatre pages ...

Bob bought ten spot announcements over C K G B, and the station showed its appreciation by contributing two half hour programs, and 15 spots, featuring music from the attraction and loads of theatre credits ... not bad, eh? Bob tells us, tongue in cheek, that he was able to slip in a few plugs on the half-hour daily program which he, as Mr. Broadway, airs for the same station.

He used to good advantage the old "Lip impression" gag, starting in his lobby in advance, then moving it to the Smart Set Dress Shop window during the run.

On opening day, some of his gals distributed appropriately wrapped candy kisses up and down the main drag. Five excellent windows ... and I have the photos to prove it ... in five of the best downtown locations. 3,000 heralds inserted in A & P shopping bags ... an ad on the back paid for the printing.

### CAPITOL - ST. KITTS

Two good off-theatre page scenes on TWELVE MILE REEF in the local Standard ... a toughie if there ever was one ...

At this late stage Vern mentions that he forgot to mention previously that he has a pretty good deal going with radio station G K T B ... The station airs a daily program called "Morning Melodies", and in return for a couple of ducats, theatre and program get good daily mention. This is an exclusive tie up, and Vern's the only one in on it ... It's been running for more months than he can remember ...

I'm not a mind reader Vernon ... and you've done yourself out of thousands of points by not drawing it to my attention sooner. That'll larn you ...

### ALGOMA - SOO

Norm dressed his doorman in authentic diver's costume, with good copy on his back, and sent him out to parade the Main street ... Just to make it more interesting, the diver passed out a few pearl necklaces for the youngsters, and the odd ducat to a lucky adult ... Created quite a stir ... and, oh yes, natch ... it was for his date on TWELVE MILE REEF.

Two good windows were set up ... one in the G.P.R. office, and the other in the Duke of Windsor Sport Shop. A tie-up with a local meat market netted Norm generous mention on their fifteen minute radio program.

### CENTURY - HAMILTON

Mel's full page-co-op in the Review features this week his hold-over of MONEY FROM HOME ... Come on Mel ... GIVE!



#### CAPITOL - NORTH BAY

Glad to see that Robert "Q" is still with us ... I was beginning to worry ... For his feature SO BIG, I have photos showing good displays in the Melrose Smoke Shop, Fossick's Book Store, and the Reeco Gas Company ... I've scrapped about an additional dozen "displays" which show a window card perched in the windows ... Don't say I didn't warn you ...

Reeco Gas took a 510 line ad in the Nugget four days in advance of Bob's opening, with the headline reading ... "Our New 1954 range is SO BIG" etc. The same company duplicated the deal on their daily radio program.

Freedman Furniture Co. used similar tie-in copy in their 640 line ad ... also on their radio program ... Same deal with the Brown Fur Co. On opening day, Halliday's Appliance Company ran a 650 line ad with good tie-in copy.

I like the lobby display Bob is using the sell his coming attractions ... it's cute, and does a selling job for him ... His display shows a little man carrying a huge umbrella across which is lettered - "March winds are bringing your April shower of HITS" ... Each raindrop carried the title of one of his coming pics ... Another good display was a clothes line, over which were draped cardboard replicas of items of clothing you can find on any clothesline ... Each piece carried one word of the following message ... "We're on the line with the finest of entertainment".

I'll say one thing for Bob ... His lobby is always full of life ... and ALWAYS, selling something ... in a novel and very interesting manner.

#### SENECA - NIAGARA FALLS

For TWELVE MILE REEF, Jack had his sign painter make up a couple of giant heads of a helmeted diver, which were quite effectively mounted at the very top of his marquee ... and lighted at night.

Burroughes' Furniture store devoted their whole front window to REEF ... decorating it with vari-coloured sponges and sea shells which a friend of Jack's brought back from Florida and loaned him for the occasion.

#### ORPHEUM - SOO

For FLIGHT NURSE, Olga was able to promote some good, free radio time ... Mrs. Helen O'Connor, who airs a morning program "Word To the Wives" plugged NURSE extensively as a particularly good picture for her lady listeners.

#### REGENT - OSHAWA

A good scene on an off-theatre page for SCARED STIFF ... His I SAW contest gaining momentum ... now in its second week, and drawing more and more letters ... Good theatre credits each day, six days a week. How about some of you other guys ... before somebody else beats you to the punch?



#### CAPITOL - SUDBURY

I know, this is the second time I'm mentioning this house ... Forget to include his ROUND TABLE stuff ... it's good, and should get full mention and credit ...

Jeff went out and sold a full co-op page, without any help - believe me- from the Sudbury Star, who were very busy knocking off ads for a big ice carnival which was due in town. It took a lot of work, but I agree with Jeff that it was worth it ... The whole page just screamed ROUND TABLE at you ...

Wolfe's Book Store, one of the co-operating merchants also devoted his whole window to a good display, using a giant dummy book, with one-sheet size display, photos etc. Lustre Creme displays were arranged in the front windows of Woolworth's, Kresge's, and four prominent drug stores. All were tied into a lucky draw, with a few ducats as the bait.

Each of the two local radio stations aired two fifteen minute recordings of Ava and Robert ... as a courtesy to Jeff. Several spots, supplied by Metro were also used during the run.

#### CAPITOL - PETERBORO

I forget to mention that for his date on CRIMSON PIRATE, Len used a "Walking Book" to good effect ... Naturally scenes in the Review and Lakefield News ... Free radio time.

#### TIVOLI - HAMILTON

REEF was in its second week, and Jim concentrated on the short 4TH SYMPHONY which accompanied it ... and arranged to have it aired over the Jackson Bread "Starlight Concert" three times, with good credits ... courtesy, C K O G.

A special "effects" record was cut, and played from the box office into the street well in advance of, and during the run of the feature ... A good three column scene in the Spectator.

#### ROYAL - GUELPH

One sheet displays at two of the busier intersections in the city, on MONEY FROM HOME ... A good two column scene on an off-theatre page. His I SAW running true to form.

Ted tied in with the Vorvis Restaurant, who took a 140 line ad to shout ... "GIVE A GIRL A BREAK, take her for dinner at Vorvis Restaurant, and then to the ROYAL to see ..." etc. A natural ... and I'm surprised some of you other Ballyhoosers haven't thought of it.

#### GRANADA - HAMILTON

Paul runs so many Westerns that he's beginning to run out of ideas. However, for MOONLIGHTER, he borrowed a couple of ten gallon hats, inserted title cards in the bands, and had his staff wearing them in advance and during the run of the picture.



## PARAMOUNT - PETERBORO

The local Examiner's "Sunshine Sweepstake" contest still going strong, and with only a few weeks left to the finish, interest is at a high pitch ... Art reports that his cashier is right up there with the leaders, and stands a good chance of bringing home the bacon (You should excuse the expression) ... The thing is that it's getting the theatre a lot of good publicity.

A good scene from EAST TO LOVE in both the Review and Lakefield News ... C H E X featured Tony Martin recordings four times daily during the run of the picture, with good credits ... Their Good Deed Club still going strong, with lots of valuable plugs for the Paramount.

2,000 four-page heralds were distributed, with the cost being covered by an ad on the back page, sold to a local sporting goods dealer. A full window of coloured photos and copy card in the Tom Travel Agency office.

The Review inserted 2,000 heralds on ROUND TABLE for distribution with the papers ... Four mounted displays placed at strategic approaches to the city.

## VICTORY - TIMMINS

CinemaScope came to Timmins ... and if there is a man, woman or child in that entire area who doesn't know about it, it certainly is no fault of Jack Bridges, or lack of effort on his part ...

I have before me one of the most comprehensive campaigns I have ever had the pleasure of seeing on any attraction ... It's got just about everything a live showman could possibly pack into a selling job ... It won Jack the March prize ... It earned him more points than anyone in "E" group has ever knocked off in any one week. Dress it up in book form, Jack ... and make sure that you send a copy to Ray Lewis' annual Show of Showmanship.

Now let's get down to business ... I can't wait to start telling you about this week's Piece de Resistance ... So, here it is ...

Three weeks in advance of THE ROBE, Jack addressed both the Timmins and Schumacher Lions clubs, at both of which he distributed data sheets on the picture and CinemaScope ... He also distributed prepared speeches to local High School students for their public speaking and oral compositions ... These were read before the assembled student bodies.

Jack ran a contest to select Miss CinemaScope, with the result that a 315 line picture of the winner, and an excellent story appeared on the first page of the second section of the Daily News ...

Now pallies ... get this ... Jack, all by his lonesome, sold enough ads around town for two ... yes, you heard me right, TWO, double truck spreads ... FOUR PAGES in all, with more than half of the total space devoted exclusively to THE ROBE and his CinemaScope ... My little slide rule tells me that this little deal netted Jack a total of 9,408 lines of space. Not bad, huh?